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# Hei,

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*Olen markkinointisuunnittelija, tekstityöläinen ja copywriter. Perustin yritykseni vuonna 2007, kun mieheni työ heitti perheemme Madridiin ja vuodet markkinointiviestinnän parissa jäivät kotimaahan. Aluksi tein etänä töitä Suomeen ja muutamalle sikäläiselle asiakkaalle. Kun tuli aika palata, yrittäjyys jäi päälle.*

Onko sinulla Hennan mentävä haaste? Ota yhteyttä!



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lekka  
.me

# CV in English

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HENNA LEKKA

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# Work

## **Tmi Henna Lekka, Sole trader, 2007–**

COPYWRITER, CONCEPT DESIGNER

Finnish customers (projects for marketing agencies): White Sheep, Darwin Media, SON Helsinki, Reeperbahn, Roy Marketing, Nitro, Oivallus, Embassy, Ilove Creative, Inoob.

Spanish customers: - Viandante (incoming travel agency), Fjord: project for Telefonica: online marketing planning and creative work, launching a new digital product internationally.

## **Tequila, Helsinki 2001–2007 (PHS-group)**

FORMER PHS INTERACTIVE OY, PART OF PHS AND TBWA-GROUP

Copywriter/Concept designer for clients (among others): DNA (mobile operator), Veikkaus, Amnesty, Area, Posti, Whiskas, Sonera (mobile operator), Sonera Plaza, Pohjola, Meira, Amer Sports, Opetusministeriö, Raisio/Keiju, Kiilto, Nokia, Vaasan & Vaasan.

## **Abel & Baker, Helsinki 2000–2001**

SWEDISH ONLINE MARKETING AGENCY STARTED IN FINLAND YEAR 2000

Copywriter/Concept designer for clients (among others): DNA (mobile operator), Nokia, Kwick.com, Stora Enso, Lastenklunikoiden Kummit, QXL.

## **Satama Interactive, Helsinki 1999–2000**

ONE OF THE FIRST LEADING DIGITAL AGENCIES IN FINLAND

Copywriter/Concept designer for clients (among others): Libresse, Libero, WOW, Ålandsbanken, Sonera, Talentum, HIM (rock band), S-Group.

## **Kirjapaja Oy, Helsinki 1998–1999**

A BOOK PUBLISHER

Press officer/in charge of public relations, marketing assistant Public relations Designing marketing activities  
Speaker in press conferences and writer evenings. Writing marketing texts, starting web actions for the company.

# Milestones in work

*Campaigns and works that have been noticed or awarded inside advertisement business:*

## **2011**

AEGIS MEDIA, RECRUITING CAMPAIGN "ALAMME HUIPUT"

- Hopeahuippu, Digitaalinen markkinointiviestintä, Vuoden huiput (Grafia), Paras B2B-kampanja -sarjan kunniamaininta, Grandone

## **2010**

TELE FINLAND, KAIKKIEN AIKOJEN PISIN JONO

- Kultahuippu. Paras kuluttajakampanja, kunniamaininta, Grandone. International Advertising Festival Golden Hammer, Silver in Digital marketing category

## **2006**

AMNESTY, JOKU RAJA -CAMPAIGN CAMPAIGN AGAINST THE VIOLENCE TOWARDS WOMEN

- Huippusuora 2005 -competition: nomination in finals and citation

MASTERFOODS, PEDIGREE, PUPPY CLUB -CRM CONCEPT

- The most disruptive campaign of the year in Tequila's global intranet

## **2004**

VEIKKAUS, A GAMING COMPANY, PLAYGROUND -WEB SITE

- RE:kaksois 2004 -competition, category: The best consumer targeted web site: Citation

## **2003**

VEIKKAUS, A GAMING COMPANY, TEST YOUR LUCKY NUMBERS -DIRECT ONLINE CAMPAIGN

- Huippusuora 2003, digital category: 1. price and a special price which was awarded by Sonera Finland

TEQUILA, SITUATIONS -DIRECT ONLINE CAMPAIGN

- Huippusuora 2003, b2b-category: 2. price

AREA, A TRAVEL AGENCY, "FAR FROM ORDINARY" -CAMPAIGN

- Epica-Awards 2003: Interactive finalist - London International Advertising and Design Awards 2003 (LIAA 03): Finalist Certificate - New York Festivals 2003: Finalist Certificate

## 2002

SONERA, A MOBILE OPERATOR, SONERA IMPOSSIBLE, SONJA-CAMPAIGN

- New York Festivals 2002: Beyond the banners: bronze metal - New York Festivals 2002: Brand building/ Image promotion: Finalist Certificate - London International Advertising and Design Awards 2002: Beyond the banners: Finalist Certificate - M&M Grand Prix 2002: Grand Prix winner - M&M Grand Prix 2002: The best consumer campaign - The Big One 2002: The best Crossmedia-concept category: silver metal - The Big One 2002: The best web site -category: silver metal

SUOMEN POSTI OYJ, MAIL COMMUNICATION, "POSTI IS NOT WHAT IT USED TO BE" -CAMPAIGN

- EFFIE Awards Finland 2002: The best consumer campaign

## 2001

HIM-ROCK BAND, WEBSITE FOR THE BAND

- MTL: The best of the best in international marketing: Grand Prix 2001

## Lecturer

MARKETING INSTITUTE, HELSINKI

2001-2003 Lecturer in course/orientation: marketing communications MAT, copywriting: "Writing on online media"

## Education

BBA IN MARKETING COMMUNICATIONS AND PRODUCT DEVELOPMENT

1994-1998 (Lahti Polytechnic)

STUDIES IN PUBLIC RELATIONS AND JOURNALISM

Paasikivi-Institute 1992-1994 (Turku)

UNDERGRADUATE

1992 (Luostarivuoren lukio, Turku)

# Contact info

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